

0 Database--.

At page 35, line 7, change "AD database" to --Ad
Database--.

IN THE CLAIMS

5 Please add the following claims:

183. A method for providing an Internet based advertising
system comprising the steps of:

receiving an audio recording via the Internet;

storing said audio recording;

10 transferring said audio recording to an Internet
access location;

receiving an audio response message via the
Internet; and

transferring said audio response message to an
15 Internet access location;

wherein said audio recording is received from an
advertiser; and wherein said audio recording describes an
item or person available through said system.

20 184. A method for providing an Internet based advertising
system according to claim 183, wherein said method further
comprises:

placing said audio recording via the Internet;

wherein said placing is performed by said advertiser.

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0 185. A method for providing an Internet based advertising system according to claim 183, wherein said method further comprises:

 playing said audio recording via the Internet.

5 186. A method for providing an Internet based advertising system according to claim 183, wherein said method further comprises:

 sending said audio response message via the Internet.

10 187. A method for providing an Internet based advertising system according to claim 183, wherein said audio recording comprises the greeting of a personal advertisement.

15 188. A method for providing an Internet based advertising system according to claim 183, wherein the Internet access location of said audio recording or of said audio response message comprises a web site.

20 189. A method for providing an Internet based advertising system according to claim 183, wherein the Internet access location of said audio recording or of said audio response message comprises an e-mail account.

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0 190. A method for providing an Internet based advertising
system according to claim 183, wherein said method further
comprises:

 retrieving said audio response message via the
Internet.

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191. A method for providing an Internet based advertising
system according to claim 183, wherein said method further
comprises:

 inputting of data.

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192. A method for providing an Internet based advertising
system according to claim 183, wherein said method further
comprises:

 charging a user.

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193. A method for providing an Internet based advertising
system according to claim 183, wherein said method further
comprises:

 isolating a subset of a plurality of said audio
20 recordings;

 wherein said subset may contain elements other than
said audio recordings.

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194. A method for providing an Internet based advertising system according to claim 183, wherein said method further comprises:

reviewing said audio recording for appropriate content.

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195. A method for providing an Internet based advertising system according to claim 183, wherein said method further comprises:

placing a text advertisement; and

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publishing said text advertisement;

wherein said placing is performed by said advertiser; and wherein said text advertisement is associated with said audio recording.

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0 196. A method for providing an Internet based advertising system comprising the steps of:

receiving a video recording via the Internet;

storing said video recording;

5 transferring said video recording to an Internet access location;

receiving a response message via the Internet;

and

transferring said response message to an Internet access location;

10 wherein said video recording is received from an advertiser; and wherein said video recording is of an item or person available through said system.

15 197. A method for providing an Internet based advertising system according to claim 196, wherein said method further comprises:

placing said video recording via the Internet;

wherein said placing is performed by said advertiser.

20 198. A method for providing an Internet based advertising system according to claim 196, wherein said method further comprises:

playing said video recording via the Internet.

0 199. A method for providing an Internet based advertising system according to claim 198, wherein said method further comprises:

 sending said response message via the Internet.

5 200. A method for providing an Internet based advertising system according to claim 196, wherein said video recording comprises the greeting of a personal advertisement.

10 201. A method for providing an Internet based advertising system according to claim 196, wherein said response message comprises audio.

15 202. A method for providing an Internet based advertising system according to claim 196, wherein said response message comprises video.

20 203. A method for providing an Internet based advertising system according to claim 196, wherein said response message comprises text.

25 204. A method for providing an Internet based advertising system according to claim 196, wherein the Internet access location of said video recording or of said response message comprises a web site.

0 205. A method for providing an Internet based advertising
system according to claim 196, wherein the Internet access
location of said video recording or of said response
message comprises an e-mail account.

5 206. A method for providing an Internet based advertising
system according to claim 196, wherein said method further
comprises:

 retrieving said response message via the
Internet.

10 207. A method for providing an Internet based advertising
system according to claim 196, wherein said method further
comprises:

 inputting of data.

15 208. A method for providing an Internet based advertising
system according to claim 196, wherein said method further
comprises:

 charging a user.

0 209. A method for providing an Internet based advertising
system according to claim 196, wherein said method further
comprises:

 isolating a subset of a plurality of said video
recordings;

5 wherein said subset may contain elements other than
said video recordings.

210. A method for providing an Internet based advertising
system according to claim 196, wherein said method further
10 comprises:

 reviewing said video recording for appropriate
content..

211. A method for providing an Internet based advertising
15 system according to claim 196, wherein said method further
comprises: playing the audio track of said video
recording via a telephone.

212. A method for providing an Internet based advertising
20 system according to claim 196, wherein said method further
comprises:

 sending a second response message via a
telephone; and

 transferring said second response message to an
25 Internet access location.

0 213. A method for providing an Internet based advertising
system according to claim 196, wherein said method further
comprises:

 placing a text advertisement; and
 publishing said text advertisement;

5 wherein said placing is performed by said advertiser;
and wherein said text advertisement is associated with said
video recording.

214. A method for providing an Internet based advertising
10 system comprising the steps of:

 placing an advertisement;
 storing said advertisement;
 transferring said advertisement to an Internet
access location;

15 receiving an audio response message via the
Internet; and

 transferring said audio response message to an
Internet access location;

20 wherein said audio response message comprises a
response to said advertisement.

0 215. A method for providing an Internet based advertising system according to claim 214, wherein said method further comprises:

publishing said advertisement outside the Internet.

5 216. A method for providing an Internet based advertising system according to claim 214, wherein said method further comprises:

accessing said advertisement via the Internet.

10 217. A method for providing an Internet based advertising system according to claim 214, wherein said method further comprises:

15 sending said audio response message via the Internet.

218. A method for providing an Internet based advertising system according to claim 214, wherein advertisement is a personal advertisement.

20 219. A method for providing an Internet based advertising system according to claim 214, wherein the Internet access location of said advertisement or of said audio response message comprises a web site.

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0 220. A method for providing an Internet based advertising system according to claim 214, wherein the Internet access location of said advertisement or of said audio response message comprises an e-mail account.

5 221. A method for providing an Internet based advertising system according to claim 214, wherein said method further comprises: retrieving said audio response message via the Internet.

10 222. A method for providing an Internet based advertising system according to claim 214, wherein said method further comprises: inputting of data.

15 223. A method for providing an Internet based advertising system according to claim 214, wherein said method further comprises: charging a user.

20 224. A method for providing an Internet based advertising system according to claim 214, wherein said method further comprises:

 isolating a subset of a plurality of said advertisements;

 wherein said subset may contain elements other than said advertisements.

0 225. A method for providing an Internet based advertising
system according to claim 214, wherein said method further
comprises:

 reviewing said advertisement for appropriate
content.

5 226. A method for providing an Internet based advertising
system according to claim 214, wherein said method further
comprises:

 playing said advertisement via a telephone.

10 227. A method for providing an Internet based advertising
system according to claim 214, wherein said method further
comprises:

 sending a second audio response message via a
15 telephone; and

 transferring said second audio response message
to an Internet access location.

0 228. A method for providing an Internet based advertising system comprising the steps of:

 placing an advertisement;

 storing said advertisement;

 transferring said advertisement to an Internet

5 access location;

 receiving a video response message via the

Internet; and

 transferring said video response message to an

Internet access location;

10 wherein said video response message comprises a response to said advertisement.

229. A method for providing an Internet based advertising system according to claim 228, wherein said method further
15 comprises:

 publishing said advertisement outside the Internet.

230. A method for providing an Internet based advertising system according to claim 228, wherein said method further
20 comprises:

 accessing said advertisement via the Internet.

0 231. A method for providing an Internet based advertising system according to claim 228, wherein said method further comprises:

 sending said video response message via the Internet.

5 232. A method for providing an Internet based advertising system according to claim 228, wherein advertisement is a personal advertisement.

10 233. A method for providing an Internet based advertising system according to claim 228, wherein the Internet access location of said advertisement or of said video response message comprises a web site.

15 234. A method for providing an Internet based advertising system according to claim 228, wherein the Internet access location of said advertisement or of said video response message comprises an e-mail account.

20 235. A method for providing an Internet based advertising system according to claim 228, wherein said method further comprises:

 retrieving said video response message via the Internet.

0 236. A method for providing an Internet based advertising system according to claim 228, wherein said method further comprises:

 inputting of data.

5 237. A method for providing an Internet based advertising system according to claim 228, wherein said method further comprises:

 charging a user.

10 238. A method for providing an Internet based advertising system according to claim 228, wherein said method further comprises:

 isolating a subset of a plurality of said advertisements;

15 wherein said subset may contain elements other than said advertisements.

20 239. A method for providing an Internet based advertising system according to claim 228, wherein said method further comprises:

 reviewing said advertisement for appropriate content.

0 240. A method for providing an Internet based advertising system according to claim 228, wherein said method further comprises: playing said advertisement via a telephone.

5 241. A method for providing an Internet based advertising system according to claim 228, wherein said method further comprises:

sending an audio response message via a telephone; and

10 transferring said audio response message to an Internet access location.

242. An apparatus for a computer based advertising system, said apparatus:

15 a means for placing an advertisement;

a digital information storage device;

a publishing means;

a means for storing an audio recording via the Internet; and

20 a means for outputting said audio recording via the Internet;

wherein said audio recording is associated with said advertisement; wherein said digital information storage device stores said advertisement as digital information; and wherein said publishing means formats said digital information for publication.

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0 243. An apparatus for a computer based advertising system
as defined in claim 242, wherein said apparatus also
comprises a means for sending an audio response via the
Internet which can be retrieved via the Internet.

5 244. An apparatus for a computer based advertising system
as defined in claim 242, wherein said apparatus also
comprises a means for sending a text response via the
Internet which can be retrieved via the Internet.

10 245. An apparatus for a computer based advertising system
as defined in claim 242, wherein said apparatus also
comprises a means for sending a video response via the
Internet which can be retrieved via the Internet.

15 246. An apparatus for a computer based advertising system
as defined in claim 242, wherein said apparatus also
comprises a means for sending a response via a telephone
which can be retrieved via the Internet.

20 247. An apparatus for a computer based advertising system
as defined in claim 242, wherein said apparatus also
comprises a means for sending a response via a first
telephone which can be retrieved via a second telephone.

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0 248. An apparatus for a computer based advertising system
as defined in claim 242, wherein said apparatus also
comprises a means for sending a response via the Internet
which can be retrieved via a telephone.

5 249. An apparatus for a computer based advertising system,
said apparatus:

 a means for placing an advertisement;

 a digital information storage device;

 a publishing means;

10 a means for storing a video recording via the
Internet; and

 a means for outputting said video recording via
the Internet;

 wherein said video recording is associated with said
15 advertisement; wherein said digital information storage
device stores said advertisement as digital information;
and wherein said publishing means formats said digital
information for publication.

20 250. An apparatus for a computer based advertising system
as defined in claim 249, wherein said apparatus also
comprises a means for sending an audio response via the
Internet which can be retrieved via the Internet.

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0 251. An apparatus for a computer based advertising system
as defined in claim 249, wherein said apparatus also
comprises a means for sending a text response via the
Internet which can be retrieved via the Internet.

5 252. An apparatus for a computer based advertising system
as defined in claim 249, wherein said apparatus also
comprises a means for sending a video response via the
Internet which can be retrieved via the Internet.

10 253. An apparatus for a computer based advertising system
as defined in claim 249, wherein said apparatus also
comprises a means for sending a response via a telephone
which can be retrieved via the Internet.

15 254. An apparatus for a computer based advertising system
as defined in claim 249, wherein said apparatus also
comprises a means for sending a response via a first
telephone which can be retrieved via a second telephone.

20 255. An apparatus for a computer based advertising system
as defined in claim 249, wherein said apparatus also
comprises a means for sending a response via the Internet
which can be retrieved via a telephone.

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0 256. An apparatus for a computer based advertising system
as defined in claim 249, wherein said apparatus also
comprises a means for playing the audio track of said video
recording via a telephone.

5 257. A computer based advertising system for use with the
Internet including remote terminals for advertisers and
users, wherein said remote terminals may comprise a
personal computer, said computer based advertising system
comprising:

10 means for placing an audio recording via the
Internet;

 means for storing said audio recording;

 means for playing said audio recording via the
Internet;

15 means for sending an audio response message via
the Internet; and

 means for retrieving said audio response message
via the Internet.

20 wherein said audio recording describes an item or
person available through said computer based advertising
system.

0 258. A computer based advertising system for use with the
Internet including remote terminals for advertisers and
users, wherein said remote terminals may comprise a
personal computer, said computer based advertising system
comprising:

5 means for placing a video recording via the
Internet;

 means for storing said video recording;

 means for playing said video recording via the
Internet;

10 means for sending a response message via the
Internet; and

 means for retrieving said response message via
the Internet.

 wherein said audio recording describes an item or
15 person available through said computer based advertising
system.

259. A system according to claim 258 wherein said response
message comprises audio.

20 260. A system according to claim 258 wherein said response
message comprises video.